MINUTES
DDA Meeting
Thursday, June 9, 2022
12:00 P.M.
Barber School, 102 W. Exchange St.

I. Call to Order

Vice Chair Van Leeuwen-Vega called the meeting to order at 12:03 p.m.

II. Roll Call:

Present: Van Leeuwen-Vega (Vice-Chair), Braschler, Parker, Stalec, and Willison.

Absent: Heins (Chair), Callen, G. Hanks, and M. Hanks (Council Liaison)

Staff Present: Herder (DDA Director), Hinga (Clerk/Treasurer), Stepanian (Assistant to the Village Manager), and Fonkert (Deputy Clerk)

III. Approval of Minutes of the May 12, 2022 regular meeting and May 26, 2022 Work Session.

Motion by Parker, second from Braschler, to approve the minutes from the May 12, 2022 regular meeting, and May 26, 2022 Work Session as presented. All in favor, motion carried.

Yes: 5  No: 0

IV. Approval of the Agenda

Motion by Willison, second from Stalec to approve the agenda as amended adding item VI. C. Billboard Ad Space. All in favor, motion carried.

Yes: 5  No: 0

V. Financial Reports – Hinga reviewed the Financial Reports with the Board.

DDA Director Report – Herder provided an update on Social Saturdays, the Business Connect meeting, Central Park Players, Art in the Park, Memorial Day Parade recap, Rent.Fun Kayak Rental kiosks and the Visitspringlakemi.com website update and the Tanglefoot Park ribbon cutting through an Agenda Report dated June 6, 2022.

VI. Business

A. 2022/2023 DDA Budget – Hinga provided an overview of the 2022/2023 DDA Budget for the Boards review noting that the only change was an extra $4000
added to “Professional Services” for Perfect Mind software that will be used to book park pavilions. **Herder** updated the Board on the progress of several of the top items from the Strategic Planning Session.

Motion by **Parker**, second from **Willison** to recommend that Council approve the 2022/2023 Budget as presented. All in favor, motion carried.

Yes: 5  No: 0

B. Marketing Grants – **Herder** provided an overview of the DDA Marketing Grant Program through an Agenda Report dated June 7, 2022.

The **Board** discussed details of the Marketing Grant Program.

Motion by **Willison**, second from **Braschler**, to approve moving forward with the Marketing Grant program as presented. All in favor, motion carried.

Yes: 5  No: 0

C. Billboard Ad Space – **Herder** updated the Board on the digital sign ad space.

Since the **Board** had discussed this item at previous meetings, they had no further discussion.

Motion by **Stalec**, second from **Willison** to approve spending $3,000 for 2 months of digital ad space using both sides of the sign on US31 owned by Advanced Signs. All in favor, motion carried.

Yes: 5  No: 0

D. Miscellaneous –

**Van Leeuwen-Vega** asked about the large temporary signage at Biggby and El Mesquite and a sandwich board sign that was in terrible disrepair. **Herder** explained that the large signs were temporary and allowed with a permit and the sandwich board sign owner would be getting a letter requiring them to cease using the broken sign.

VII. Board Member Comment -

- **Van Leeuwen-Vega** asked about signage for the corn hole game bag storage and the lack of a dumpster enclosure behind the liquor store. **Jonas** said she would talk to Manager Burns about signage for the corn hole game supplies. **Herder** explained that the liquor store would be moving the dumpster once their paving was done.

VIII. Public Comment

- N/A
IX. Adjournment

There being no further business, motion by Willison, second from Parker, the meeting adjourned at 12:38 p.m.

Yes: 5           No: 0

Lesley Van Leeuwen-Vega, Vice Chair                  Maryann Fonkert, Deputy Clerk